



# AMANDA ATWELL

## SPORTS JOURNALIST/SPORTS COMMUNICATIONS PROFESSIONAL


Creative, innovate and self-motivated media/communications expert and storyteller with more than five years of experience creating compelling content for various platforms. Thrives in fast-paced environments and under extremely strict deadlines. Innovative storyteller with an extensive background covering local, college, and professional sports.

### SKILLS

- Written, verbal and visual communications
- Storytelling
- Public speaking
- AP Style
- Social media
- Videography (JVC, Panasonic, Sony, DSLR)
- Video editing (Avid, Final Cut Pro, Adobe Premiere Pro)
- Retail sales - 5 years experience
- WordPress
- MS Office
- Troubleshooting and problem-solving
- Leadership
- Deadline-driven
- Detail-oriented
- Inherently coachable

### CONTACT

 amandamorganatwell@gmail.com

 Demo reel: amandaatwell.com

 Dallas, TX

### EXPERIENCE

#### Senior Marketing Coordinator

Dave Campbell's Texas Football/Sports In Action -  
Lewisville, TX (2021 - Present)

- Manage partner sponsorships for over 20 clients, including coordinating and executing on-site activations, digital sponsorship elements, and editorial ads
- Coordinate cover sales program increasing sold product by 20% in year one
- Lead team of marketing coordinators assigning daily tasks and guiding client relationships
- Facilitate sponsor operations at 12 yearly UIL State Championship events

#### Sports Director

KVEO 23/CBS 4 - Rio Grande Valley, TX (2019-2021)

- Lead department of three multimedia journalists — assigning, coordinating and guiding local sports coverage focused on telling interesting and unique stories highlighting athletes and teams
- Generate and pitch relevant, timely and newsworthy story ideas
- Coordinate, conduct and transcribe on- and off-camera interviews
- Produce and anchor evening sportscasts — determining content and story sequence, writing clear, concise and compelling copy, selecting appropriate audio, video and graphic elements, and presenting information live on air under strict deadlines
- Develop and post creative and engaging social media content to drive digital traffic, raise brand awareness and increase viewership
- Shoot and edit video — including interviews and b-roll — for broadcast, web and social media
- Write and publish web copy, using AP Style, with accuracy and attention to detail

#### Sports Anchor/Multimedia Journalist

KVII ABC 7 - Amarillo, TX (2017-2019)

- Produced and anchored weekend sportscasts — crafting show from inception to completion, writing attention-grabbing broadcast copy and delivering live on air
- Coordinated interviews and shot, edited and wrote sports stories
- Translated broadcast content for web and social media, and promoted and shared stories online to increase engagement
- Responsible for creating all digital content for sports department

#### Multimedia Journalist

KTBS - Shreveport, LA (2016-2017)

- Shot, wrote and edited local news stories daily under tight time constraints and high-pressure circumstances
- Presented stories live on air in studio or from the field, confidently pivoting as needed for breaking news
- Wrote and published copy to web and social media to educate and inform target audience

### EDUCATION

#### The University of Texas at Austin

Bachelor of Journalism - 2016

*Graduated with honors*

#### Centenary College of Louisiana

Communications - 2012-2013

*Women's Soccer, NCAA DIII*